

FIRST COAST NEWS



Jim Quinn

Primary AE:	Jim Quinn
Sales Office:	T-PHI
Sales Region:	NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	29	\$10,480.00	\$8,908.00	0.00
<b>Totals</b>	<b>29</b>	<b>\$10,480.00</b>	<b>\$8,908.00</b>	<b>0.00</b>

Mg 30

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	09/07/12	09/07/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	----F--	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
EXTRA R<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	----F--		1		\$110.00		0.00					
2	WTLV	09/07/12	09/07/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	----F--	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	----F--		1		\$80.00		0.00					
3	WTLV	09/07/12	09/07/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
FIRST CST NW@6<															



Order / Rev:	710560
Alt Order #:	6300577
Flight Dates:	09/04/12 - 09/10/12

Advertiser:	Priorities USA Action
Product Desc:	PRIORITIES USA ACT
Estimate:	1559

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	09/07/12	09/07/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
FIRST CST NW@6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			1		\$900.00		0.00				
4	WTLV	09/07/12	09/07/12	M-F 6-7a M-F 6-7am	CM	6a-7a	----F--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
GDMRN JCKSNVLL<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			1		\$700.00		0.00				
5	WTLV	09/07/12	09/07/12	Today Show II M-F 9-10am	CM	9a-10a	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			1		\$350.00		0.00				
6	WTLV	09/10/12	09/10/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	M-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
FIRST COAST LVNG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$80.00		0.00				
7	WTLV	09/10/12	09/10/12	M-F 4-5p Ellen	CM	M-F 4p-5p	M-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$175.00		0.00				
8	WTLV	09/10/12	09/10/12	M-F 5-6a M-F 5-6am	CM	5a-6a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
GDMORNJKSNRSE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$250.00		0.00				
9	WTLV	09/10/12	09/10/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
FIRST CST NW@6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$700.00		0.00				
10	WTLV	09/10/12	09/10/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
WHEEL-FORTNE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$700.00		0.00				
11	WTLV	09/10/12	09/10/12	Today Show M-F 7-9am	CM	7a-9a	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$500.00		0.00				
N 12	WTLV	09/08/12	09/08/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$300.00	P-3	0.00	NM	0	\$0.00
FIRST CST NW@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S-			1		\$300.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTLV	09/03/12-09/09/12	Sat 6-630p			Sat 6p-6:30p		-----Sa--	:30	<del>(\$300.00)</del>	0.00	NM		
Credited															
13	WTLV	09/08/12	09/08/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
JEOPARDY-WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S-			1		\$300.00		0.00				
14	WTLV	09/06/12	09/06/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TONITE SHW-NBC<															



Order / Rev: 710560  
 Alt Order #: 6300577  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Priorities USA Action  
 Product Desc: PRIORITIES USA ACT  
 Estimate: 1559

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WTLV	09/06/12	09/06/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	---T---					1	\$250.00		0.00			
15	WTLV	09/06/12	09/06/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	---T---	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
FIRST CST-NOON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	---T---					1	\$175.00		0.00			
16	WTLV	09/06/12	09/06/12	M-F 4-5p Ellen	CM	M-F 4p-5p	---T---	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	---T---					1	\$175.00		0.00			
17	WTLV	09/06/12	09/06/12	M-F 5-6a M-F 5-6am	CM	5a-6a	---T---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
GDMORNJKSNRSE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	---T---					1	\$300.00		0.00			
18	WTLV	09/06/12	09/06/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	---T---	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
WHEEL-FORTNE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	---T---					1	\$1,100.00		0.00			
19	WTLV	09/06/12	09/06/12	Today Show M-F 7-9am	CM	7a-9a	---T---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	---T---					1	\$600.00		0.00			
20	WTLV	09/04/12	09/04/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-T-----					1	\$200.00		0.00			
21	WTLV	09/04/12	09/04/12	Tonight Show Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-T-----					1	\$250.00		0.00			
22	WTLV	09/04/12	09/04/12	M-F 5-6a M-F 5-6am	CM	5a-6a	-T-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
GDMORNJKSNRSE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-T-----					1	\$300.00		0.00			
23	WTLV	09/04/12	09/04/12	Today Show M-F 7-9am	CM	7a-9a	-T-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-T-----					1	\$600.00		0.00			
24	WTLV	09/05/12	09/05/12	M-F 11a-12p M-F 11a-12p	CM	M-F 11a-12p	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
FIRST COAST LVNG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	--W----					1	\$80.00		0.00			
25	WTLV	09/05/12	09/05/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	--W----					1	\$80.00		0.00			
26	WTLV	09/05/12	09/05/12		CM	M-F 3p-4p	--W----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00

Order / Rev: 710560  
 Alt Order #: 6300577  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Priorities USA Action  
 Product Desc: PRIORITIES USA ACT  
 Estimate: 1559

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p Anderson Cooper											
ANDERSON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$125.00		0.00			
27	WTLV	09/05/12	09/05/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	--W----	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
FIRST CST-4:30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$50.00		0.00			
28	WTLV	09/05/12	09/05/12	M-F 6-7a M-F 6-7am	CM	6a-7a	--W----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
GDMRN JCKSNVLL<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$700.00		0.00			
29	WTLV	09/05/12	09/05/12	Today Show II M-F 9-10am	CM	9a-10a	--W----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$350.00		0.00			
N30	WTLV	09/06/12	09/07/12	EN (M-F) EN (M-F)	CM	M-F 5p-7p (5:00 PM-6:00 PM)	---TF--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					1	\$300.00		0.00			
													Totals	29	\$10,480.00